



ATL Cuneo and ADT Alpes de Haute Provence project partners for Interreg Alcotra *NTC - Nuovo Territorio Condiviso*(New Shared Territory)

Introduction

The fruitful collaboration between **ATL Cuneo (Local Tourism Company for Cuneo)** and **ADT Alpes de Haute-Provence (Tourism Development Agency for the Alpes de Haute-Provence)** from 2013 and 2015 brought the Interreg Alcotra *NTD - Nuovo Territorio Digitale* to a successful end. The two organisations have been partners again since February 2016 for an **Interreg Alcotra project called *NTC - (New Shared Territory)*** due to last 18 months.

The two organisations manage information, hospitality and tourism promotion over a vast transboundary area, which has its meeting point at Colle della Maddalena (Col de Larche) between the upper Stura and Ubaye valleys, and offers a huge variety of landscapes, mostly alpine but also hills and plains, with infinite possibilities for outdoor activity enthusiasts.

Project actions

ATL Cuneo and ADT Alpes de Haute-Provence, using the characteristics of their respective territories and the experience gained through years of contact with tourists as a starting point, decided to propose a new project aimed principally at promoting and enhancing walking, cycle tourism, motorcycle tourism, water sports (canoeing, rafting etc.), geology, potholing, all held together with good food and wine, through:

- the creation of a common marketing plan;
- digital promotional tools (such as videos and 360° images);
- promoting outdoor activities to the target market through social network (principally Facebook) and creating shared channels (for example YouTube);
- training tourist sector operators in the area;
- sharing best practices through study trips for operators to the respective territories;
- participation at trade fairs and international shows dedicated to outdoor tourism;
- the organisation of fact-finding trips reserved for the international press.

Aims

The NTC New Shared Territory project aims to make the transboundary areas which the two partners are responsible for more attractive to tourists, this proposal can be effected by defining outdoor tourism products and promoting them with digital and social media.

The project actions were planned by the partners, guided by this general objective and by the identification of three specific aims:

- **To create a network of outdoor tourist resources:** a comprehensive and varied offer is, without doubt, the key to a successful tourist product that is recognizable and attractive to an international market;
- **To increase operators' know-how:** to organise the tourist product it is fundamental that both tourist office employees and managers of the individual resources in the outdoor sector should be fully acquainted with what is on offer;
- **To define a common promotion strategy:** sharing strategies, communication and promotion methods is the strong point of the project, the capability to present a single cohesive transboundary product in an innovative way.

At this point, it is important to note that tourism is one of the driving forces of European economy (generating over 10% of the union's GDP and involving millions of people and businesses) which has led community bodies to take specific decisions to make the most of these assets. EU policies have set out various objectives in planning for the 2014-2020 period, which correspond to the more specific actions of the *New Shared Territory* project and can be summed up as follows:

- **To stimulate sector competitiveness:** the project intends to set up actions to train operators and create synergy between them, thereby supporting the community objective;
- **To promote the development of a good quality, sustainable tourism:** the outdoor sector is, without doubt, the tourist sector closest to a sustainable use of a territory's resources, in the NTC project this is reflected by the emphasis placed on a high quality and complete offer;
- **To consolidate the image of Europe as a collection of destinations:** the transboundary value of this project is closely linked to the community objective, promoting a genuinely integrated, transboundary tourist product;
- **To maximize the potential of the EU financing policy to develop this sector.**